

Henri Richard

EVP, WW Sales and Marketing

November 12, 2004



**New Skills
& Experience**



**New Marketing
Capabilities**



New Partnerships



**New Sales Process
& Tools**

- Building Stronger Value Networks
 - Focus on High-Growth Markets and Segments
 - Focus on Strategic Customer Acquisition
- Building Stronger Brands
 - Improved Position of AMD brands
 - Leverage Corporate Sponsorships
- Building a Stronger Organization
 - Challenges, Skills and Capabilities

Global High-Growth Market Country Focus

China, India, Eastern Europe and Latin America

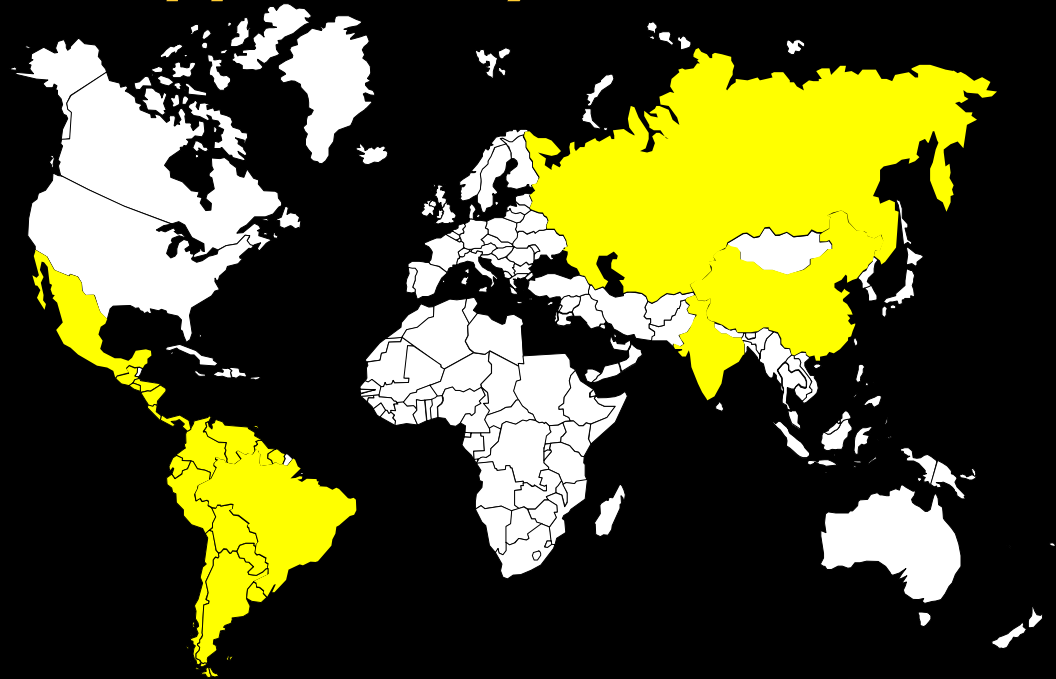
2.7B people, 41% of world population

\$1B+ Revenue Opportunity in 2006

GHGM overall aspiration

Revenue growth at 3X
market growth (CAGR) for
the next 5 years by:

- Winning existing markets
- Creating new markets





- Increased local presence
- Greater China Headquarters
- Lenovo
- Founder
- Dawning
- Digital China
- Acer

"The AMD Sempron™ processor-based Lenovo PC offers users in China a tremendous opportunity to buy a PC with the performance and features that meet their daily home and business computing needs," said Lu Yan, vice president of Lenovo Group.

Focus on Differentiated Products "Personal Internet Communicator"



A new category of product
providing affordable internet
access



TATA
indicom
BROADBAND

TATA
indicom
BROADBAND

50x15



"Empowering the next generation of tech-enabled citizens.
Changing the World"

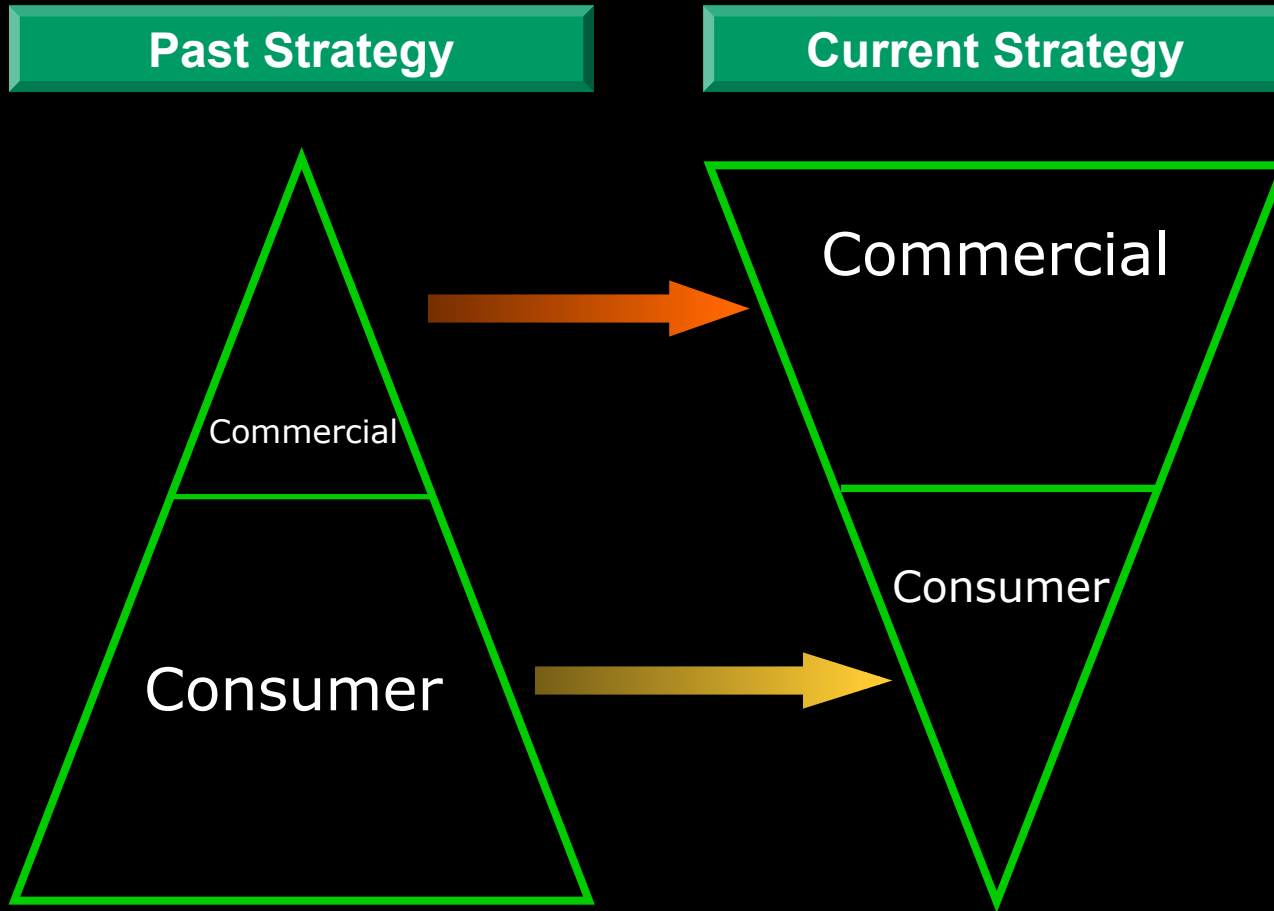


50x15



TATA
indicom
BROADBAND

AMD
2004 Analyst Day



Area represents priorities and focus

Focus on Market Makers



H&R BLOCK®



Microsoft®



Sheer
Driving Pleasure



DaimlerChrysler



Welcome to the



World of AMD64

CRAY



The ranks are growing. Who's next?



SHARP lenovo 联想



weather.com®



PHILIPS






Lucent Technologies
Bell Labs Innovations



Focus on Enterprise Penetration



AMD Opteron™ Processor In 25 of the Top *Fortune* Global 100 customers

<u>Customer</u>	<u>Problem</u>	<u>Solution</u>
 Microsoft Treasury	Manage \$60B investment portfolio	Clustered AMD Opteron™ 4way & 2ways
 Sabre Holdings	Mainframe replacement	Cluster of 70 AMD Opteron™ 4ways
 Verisign	Faster database performance	Server farm of 75 AMD Opteron™ 4ways
 Weather.com	Oracle database throughput	Clustered AMD Opteron™ 2ways replaced Xeon 4ways
 H&R Block	Single Standard for PC's	15,000 HP d325's - Enterprise wide platform

The advertisement collage consists of three panels. The top-left panel shows two people, a man and a woman, looking at a computer screen. Text overlay reads: "Every company demands more productivity and flexibility. Some of them actually get it." The top-right panel shows a large server rack. Text overlay reads: "ANCE, VALUE AND FLEXIBILITY." and "When Microsoft invests sixty billion dollars, they don't use just any processor." The bottom panel shows the rear of a light blue car. Text overlay reads: "BUT THEY WANTED SOMETHING FULL-OF-FEATURES."

Focus on Server Solutions



Beowulf Cluster



MPP System



Blade Server



Supercomputer



Media Server



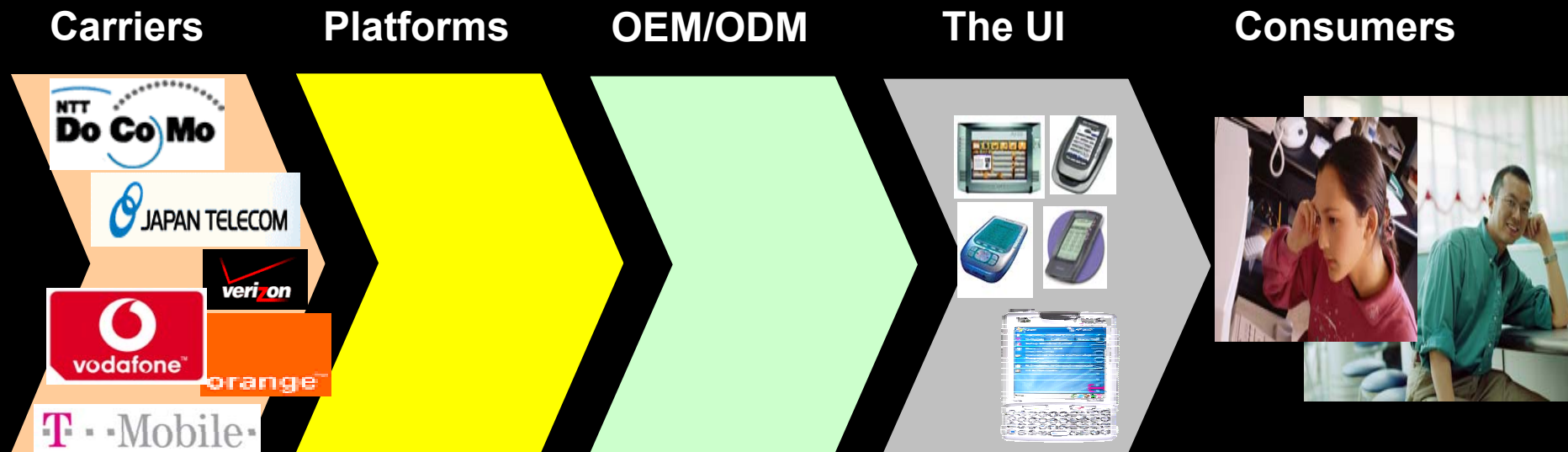
1-4P Rack Server



1-8P Server



Workstation



- Restructuring of the supply chain
- The "Value" in the chain is at the Carrier and at the Consumer

- Building Stronger Value Networks
 - High-Growth Markets and Segments
 - Focus on Strategic Customer Acquisition
- Building Stronger Brands
 - Positioning of AMD brands
 - Corporate Sponsorships
- Building a Stronger Organization
 - Challenges, Skills and Capabilities

Processor Brands Strategy

x86 Everywhere!



Five unique brands to address the needs of distinct segments:

AMD Opteron™

- Commercial Customers
- **Industry-leading performance for Servers, Workstations**



AMD Athlon™ 64 FX

- PC enthusiast and gaming sub-brand
- **Simply the best processor you can get**



AMD Athlon 64™

- Tech-savvy consumer and enterprise markets with 64-bit capability
- **Industry-leading performance today, ready for tomorrow**



AMD Sempron™

- Value-conscious consumers.
- **Best-in-class performance addressing the value space**



AMD Geode™

- PIC, Thin Client and other x86 embedded applications
- **Low power, high performance embedded x86 solution**



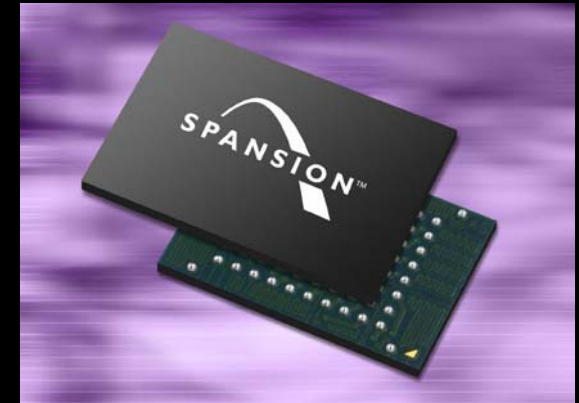


**"If ... Spansion LLC has its way,
current thinking
about the roles of NOR and NAND flash
could be upended..."**

EE Times November 8, 2004


**"Valley Firm Could Shake Up Market
for Flash Memory Chips"**

***San Jose Mercury News
November 9, 2004***





AMD is changing customer perceptions through:


- Partnering with leading brands
- Engaging in a meaningful way in their success




Star Wars / Warner Music





MEDIA INNOVATORS


**Welcome to the World of AMD64**
The ranks are growing. Who's next?



Armstrong / USPS Cycling



WINNING SPIRIT

**Welcome to the World of AMD64**
The ranks are growing. Who's next?



Scuderia Ferrari



PERFORMANCE

**Welcome to the World of AMD64**
The ranks are growing. Who's next?

Creating Strong Marketing Assets

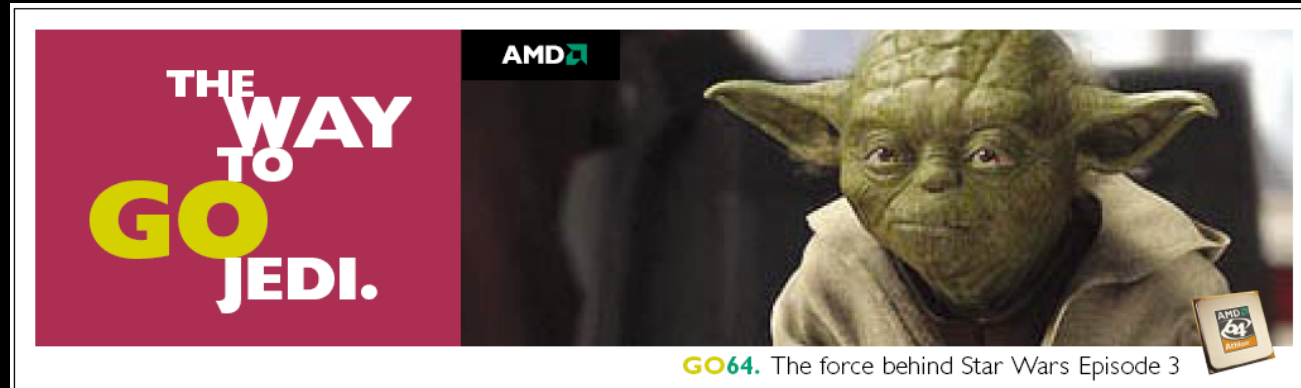


Co-marketing Brochures



DVD
Offer

Promotional and Print Material



11/11/2004

Aligning with Global Champions



True Technology Partnerships

Partner with teams that rely on AMD technology to differentiate themselves and capitalize on advanced technology for competitive advantage

Strategic Alignment

Winners and leaders in their domain of expertise.

- Rely on technology for their success
- Compete on a global scale
- Compete against the strongest and best competitors in the world
- Demand highest performance
- Are known for winning despite incredible obstacles

Worldwide Visibility

AMD associated with teams that are known around the world for winning and exceptional performance



Technology Integration: USPS Pro Cycling Team



"StudioTools and SolidWorks on AMD workstations help Trek Designers push limits on the bike design"

- by John Virata

"By using AMD technology, I didn't sacrifice performance. I gained performance. I got a lot more done with the AMD Athlon™ and had fewer system lock-ups. It was really stable, and I could do rendering and modeling. In the course of getting my job done, nobody's asking me how much time I spend, just whether I got the job done. But with AMD, I spent less time."

- Michael Sagan, Trek designer

Technology Integration: Scuderia Ferrari



The New York Times

June 17, 2004



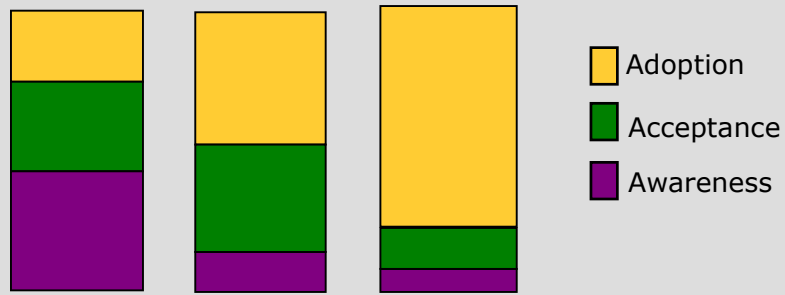
"The Ferrari team's wireless data system provides data on more than 500 aspects of performance – readings that can enable the pit crew to tell the driver whether he is handling the car correctly through the corners, to gauge whether parts are about to fail and take preventive action, or to plot strategy based on tire wear."

11/11/2004

Evolution of the AMD Brand

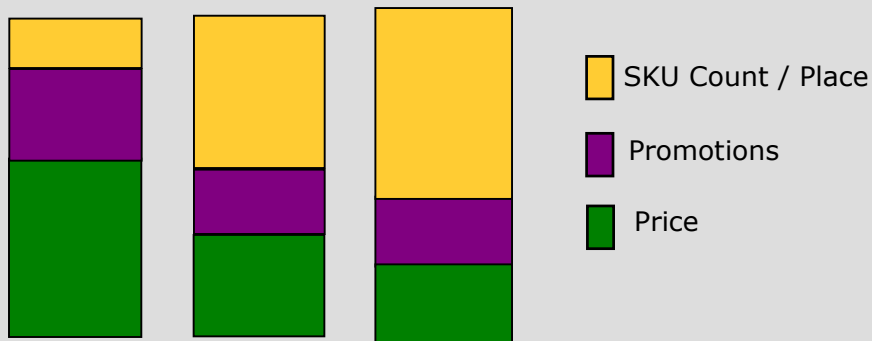


Brand Measurement



2004 → 2008

Merchandizing Mix



Price-based
Alternative



Respected
Ingredient



Chip
Manufacturer



Solution
Provider

- Building Stronger Value Networks
 - Prioritize High-Growth Markets and Segments
 - Focus on Strategic Customer Acquisition
 - Improve End User Intimacy
- Building Stronger Brands
 - Improved Position of AMD brands
 - Leverage of Corporate Sponsorships
- Building a Stronger Organization
 - Strategies, Skills and Capabilities



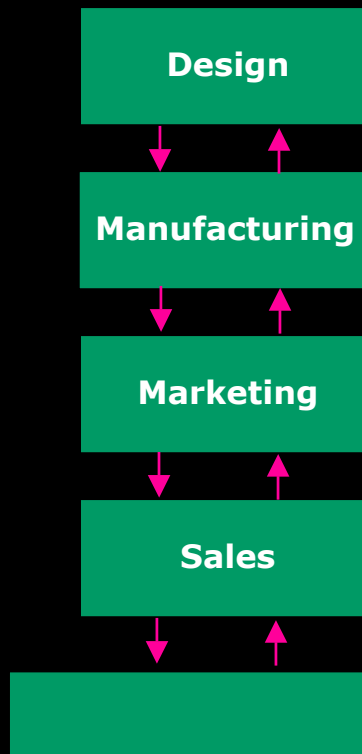
Focusing on the commercial, consumer and embedded markets while being successful in high growth markets. This requires several fundamental changes with respect to our go-to-market strategy.

"New" AMD

<i>Focus:</i>	Laser – Specific Segments
<i>Planning:</i>	Decentralized in the regions
<i>Sales Skills:</i>	Platforms / Channels / Solutions
<i>Sales Approach:</i>	Demand creation & Cust service
<i>Marketing:</i>	Proactive / Position AMD
<i>Partnering:</i>	Quality / Strategic
<i>Account Focus:</i>	Strategic / Market maker
<i>Product:</i>	Delivering Customer Value
<i>Channels:</i>	Value network/Solution Partners
<i>Philosophy:</i>	Customer Centric Innovation

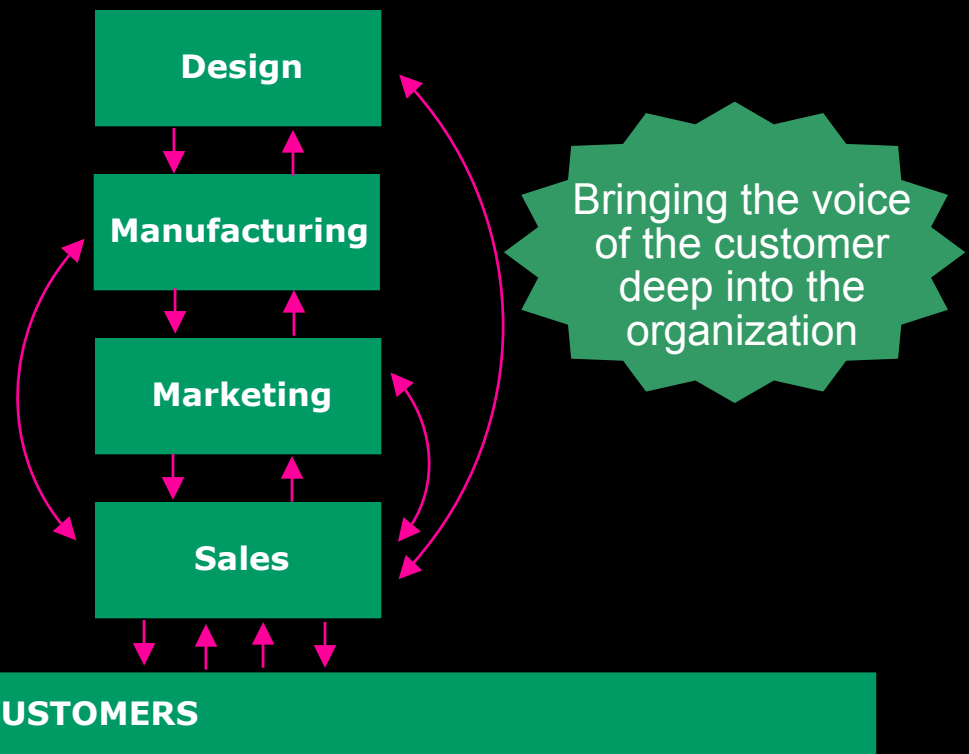
YESTERDAY

Design → Build → Sell



TODAY

Sell → Design → Build



- Enhance our High-Growth Markets focus with emphasis on China
 - ✓ Our commitment to China is paying off
 - ✓ Applying what we've learned to further penetrate other high-growth markets
- Capitalize on upturn in Commercial IT spending and drive adoption of AMD64
 - ✓ Top tier end user and OEM wins in the Enterprise
 - ✓ AMD Opteron™ processor based server wins opening the door for many other opportunities
- Drive a consistent effort to improve our brands
 - ✓ Strong brand discipline centered around customer value
 - ✓ Highly visible sponsorships that showcase the value of AMD solutions
- Sales force optimization to manage the entire value network
 - ✓ Development of commercial and consumer teams
 - ✓ Engagement with key industry and market makers



AMD, the AMD Arrow logo and combinations thereof are trademarks of Advanced Micro Devices, Inc. Other product names used in this presentation are for identification purposes only and may be trademarks of their respective companies.